

## EXHIBIT 7-A

### AFFIRMATIVE FAIR HOUSING MARKETING POLICY

In accordance with the regulations of the Home Investment Partnerships Program, and in furtherance of the Montana Department of Commerce's commitment to non-discrimination and equal opportunity in housing, the HOME Program has established procedures to affirmatively market all projects resulting in **five (5) or more HOME-assisted housing units**.

The MDOC HOME Program believes that individuals of similar economic levels in the same housing market area should have available to them a like range of housing choices regardless of race, color, creed, religion, sex, national origin, physical or mental disability, familial status, age, or marital status.

The HOME Program is committed to meeting the goals of affirmative marketing and will therefore require all state recipients and subrecipients receiving HOME funds adopt policies and procedures that inform the public, potential tenants, homebuyers, homeowners, and rental property owners of its Affirmative Fair Housing Marketing Plan (AFHMP).

#### Minimum AFHMP Requirements

- A. At a minimum, the AFHMP of a state recipient or subrecipient must:
  - 1. Commit to including the Equal Housing Opportunity logotype in press releases and solicitations for participation in the program
  - 2. Have a policy for referrals of housing questions and complaints to its fair housing provider, agency or organization that can provide advice on the state and federal fair housing laws
  - 3. Requirements specific to rental projects: Conduct public outreach, identifying that the rental property received HOME assistance. This information must include the address of the units and the address and phone number of the owner
  - 4. Requirements specific to homebuyer projects: Conduct public outreach that specifically targets residents of public housing and manufactured housing in the housing market area
- B. At a minimum, the AFHMP will require that applicants for projects involving 5 or more HOME-assisted units will comply with the following:
  - 1. Prior to sales or rental activity (or marketing of a TBRA, homebuyer assistance, or rehabilitation program), the recipient or subrecipient shall identify community contacts (individuals, organizations, or agencies) actively involved with serving low-income persons who would benefit from special outreach efforts.
  - 2. If any rental units are publicly advertised during the period of affordability, the Equal Housing Opportunity logo must accompany the advertisement.

3. The recipient or subrecipient (or its agent, if applicable) must display the HUD fair housing poster (HOME Administration Manual Exhibit 5-I) in an area accessible to the public, such as the rental office or project office.
4. The recipient or subrecipient (or its agent, if applicable) will collect information on the race and ethnicity of program applicants to demonstrate the results of the owner's affirmative marketing efforts.
5. For rental projects, the owner (or its agent, if applicable) will, for the entire period of affordability, maintain information demonstrating compliance with items 1, 2 and 4 above, and will make such information available to the HOME Program staff during HOME onsite inspections, or upon request.

### **Overview of Affirmative Marketing**

An Affirmative Fair Housing Marketing Plan and affirmative marketing procedures are required for recipients and subrecipients of HOME funds for all activities involving five or more HOME-assisted units. Affirmative marketing procedures must continue throughout the period of affordability. For TBRA, homebuyer assistance, homeowner rehabilitation, and single-family housing development, the plan remains in effect until HOME-funded activities are completed.

Affirmative marketing is not a separate marketing program. It can be an integral part of the overall project marketing effort. Affirmative marketing typically consists of a good faith effort to attract to a project those who are identified as "least likely to apply" or under-represented in a neighborhood or community. Through an affirmative marketing plan, a grantee indicates what special efforts they will make to attract racial or ethnic groups who might not normally seek housing in their project. Affirmative marketing does not limit choices; choices are expanded to include those that might not otherwise be considered because of past discrimination. Increasingly, communities which make a long-term commitment to racial and ethnic diversity have found their efforts rewarded by increasing property values.

Affirmative marketing adds little to the cost of a project. Most of the cost associated with affirmative marketing is already reflected in the project's broader marketing budget.

The AFHMP form must be filled out completely and signed by an authorized official of the sponsoring organization.

In formatting an Affirmative Marketing Program, the applicant must do the following:

1. **Targeting**: Identify the segments of the eligible population that are least likely to apply for housing without special outreach efforts.
2. **Outreach**: Outline an outreach program that includes special measures designed to attract those groups identified as least likely to apply and other efforts designed to attract persons from the total population.

3. Indicators: State the indicators to be used to measure the success of the marketing program. The effectiveness of the marketing program can be determined by noting if the program effectively attracted buyers or renters who are:
  - From majority and minority groups, regardless of gender, as represented in the population of the housing market area
  - Persons with disabilities and their families
  - Families with children, if applicable
4. Staff Training: Demonstrate the capacity to provide training and information on fair housing laws and objectives to project or rental staff.
5. Good Faith Effort: Grantees are required to make a good faith effort to carry out the provisions of their approved plan. Good faith efforts are recorded activities and documented outreach to those individuals identified as least likely to apply. Examples of such efforts include:
  - Advertising in media that is used by those identified as least likely to apply
  - Marketing housing to specific community groups or organizations frequented by those least likely to apply
  - Developing a brochure or handout that describes the HOME-assisted facility or facilities and how it will be accessible to persons with disabilities
  - Ensuring that the project/rental management staff has read and understood the Fair Housing Act, and the purpose and objectives of the AFHMP
  - Developing a referral network with the local fair housing agency

### **Implementation of the Affirmative Marketing Plan**

No later than 90 days prior to the commencement of initial occupancy the grantee shall:

#### **1. Submit Notice of Intent**

The grantee with an approved AFHMP shall submit notice of intent to begin marketing to the HOME Program prior to the initiation of marketing activities. The notification is required by the Affirmative Fair Housing Marketing Plan Compliance Regulations (24 CFR Part 108.15). It may be submitted either orally or in writing.

#### **2. Conduct Pre-Marketing Activities**

Prior to initiating general marketing, the grantee should contact the commercial media, fair housing groups, civil rights organizations, employment centers and the community contacts which have been identified in the AFHMP as resources for attracting persons who are “least likely to apply” for the housing.

### **3. Conduct Fair Housing Training**

During the 90-day period prior to the commencement of taking rental applications, initiating sales, or homebuyer assistance or rehabilitation activities, provide training to project management or sales/rental staff in federal, state and local fair housing laws, AFHM objectives and the approved AFHMP.

### **4. Establish System for Documenting Outreach**

Establish a system for documenting AFHM activities and for maintaining records of such activities. At minimum, the grantee must maintain documentation pertaining to:

- The special outreach activities undertaken to attract groups least likely to apply and the general public to the housing
- A copy of training materials used to train project management/rental staff on fair housing laws
- Communications with community contacts listed in the AFHMP
- Copies of public advertisements, brochures, leaflets, etc.
- Race and ethnicity of all applicants for the housing

### **5. Maintain Documentation**

The documentation of AFHM activities noted in Step 4 above should be maintained in the Civil Rights file (See Chapter 1 of the HOME Program Administration Manual) for monitoring by the HOME Program. This information must be collected and maintained during the entire period of affordability.

# Affirmative Fair Housing Marketing (AFHM) Plan – Multifamily Housing

U.S. Department of Housing  
and Urban Development  
Office of Fair Housing and Equal Opportunity

OMB Approval No. 2529-0013  
(exp.8/31/2013)

<p>1a. <b>Project Name &amp; Address</b> (including City, County, State &amp; Zip Code)</p> <div style="border: 1px solid black; height: 100px; width: 100%;"></div>	<p>1b. Project Contract Number <span style="border: 1px solid black; display: inline-block; width: 150px; height: 20px; vertical-align: middle;"></span></p> <p>1c. No. of units <span style="border: 1px solid black; display: inline-block; width: 80px; height: 20px; vertical-align: middle;"></span></p> <p>1d. Census Tract <span style="border: 1px solid black; display: inline-block; width: 250px; height: 20px; vertical-align: middle;"></span></p> <p>1e. Housing/Expanded Housing Marketing <span style="border: 1px solid black; display: inline-block; width: 250px; height: 20px; vertical-align: middle;"></span></p>
<p>1f. <b>Managing Agent Name, Address</b> (including City, State Zip Code), <b>Telephone Number &amp; Email Address</b></p> <div style="border: 1px solid black; height: 30px; width: 100%;"></div>	
<p>1g. <b>Applicant/Owner/Developer Name, Address</b> (including City, State Zip Code), <b>Telephone Number &amp; Email Address</b></p> <div style="border: 1px solid black; height: 40px; width: 100%;"></div>	
<p>1h. <b>Entity Responsible for Marketing</b> (check all that apply)</p> <p> <input type="checkbox"/> Owner         <input type="checkbox"/> Agent         <input type="checkbox"/> Other (specify) <span style="border: 1px solid black; display: inline-block; width: 150px; height: 20px; vertical-align: middle;"></span> </p>	
<p>1i. <b>To whom should approval and other correspondence concerning this AFHM Plan be sent? Indicate Address</b> (including City, State &amp; Zip Code), <b>Telephone Number &amp; Email Address in addition to Name.</b></p> <div style="border: 1px solid black; height: 40px; width: 100%;"></div>	
<p>2a. <b>Affirmative Fair Housing Marketing Plan</b></p> <p>Select Plan Type: <input type="checkbox"/> Initial Plan <input type="checkbox"/> Updated Plan</p> <p>Updated Plan / Date: <span style="border: 1px solid black; display: inline-block; width: 200px; height: 20px; vertical-align: middle;"></span></p> <p>Reason(s) for current update: <span style="border: 1px solid black; display: inline-block; width: 550px; height: 40px; vertical-align: middle;"></span></p>	
<p>2b. <b>HUD-Approved Occupancy of the Project</b> (check all that apply)</p> <p> <input type="checkbox"/> Elderly         <input type="checkbox"/> Family         <input type="checkbox"/> Mixed (Elderly/Disabled)         <input type="checkbox"/> Disabled       </p>	
<p>2c. Date of Initial Occupancy</p> <div style="border: 1px solid black; height: 20px; width: 150px;"></div>	<p>2d. <b>Advertising Start Date</b></p> <p>Advertising must begin <i>at least</i> 90 days prior to initial or renewed occupancy</p> <p>Date advertising began or will begin: <span style="border: 1px solid black; display: inline-block; width: 150px; height: 20px; vertical-align: middle;"></span></p> <p><b>For existing projects, select below the reason advertising will be used:</b></p> <div style="border: 1px solid black; padding: 5px;"> <p>To add to waiting list <input type="checkbox"/> (which currently has <input type="text"/> individuals)</p> <p>To reopen closed waiting list <input type="checkbox"/> (which currently has <input type="text"/> individuals)</p> </div>

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**3a. Demographics of Project and Marketing Area**Complete and submit [Worksheet 1](#).

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**3b. Targeted Marketing Activity**Based on your completed [Worksheet 1](#), indicate which demographic group(s) in the housing market area is/are *least* likely to apply for the housing without special outreach efforts. (check all that apply)

<input type="checkbox"/> White	<input type="checkbox"/> American Indian or Alaska Native	<input type="checkbox"/> Asian	<input type="checkbox"/> Black or African American
<input type="checkbox"/> Native Hawaiian or Other Pacific Islander	<input type="checkbox"/> Hispanic or Latino	<input type="checkbox"/> Persons with Disabilities	
<input type="checkbox"/> Families with Children	<input type="checkbox"/> Other Ethnic group, religion, etc. (specify)		

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**4a. Residency Preference**Is the owner requesting a residency preference? If **YES**, complete questions (1) through (5).  
If **NO**, proceed to Block 4b.☐ Yes ☐ No(1) Type (check one) ☐ New ☐ Revised ☐ Continuation of Existing Preference

(2) Is the residency preference area:

The same as the AFHM Plan housing/expanded housing market area (as determined in Block 1e)?

☐ Yes ☐ No

The same as the residency preference area of the local PHA in whose jurisdiction the project is located?

☐ Yes ☐ No

(3) What is the geographic area for residency preference? (Box will expand to accommodate information)

(4) What is the reason for having a residency preference? (Box will expand to accommodate information)

(5) How do you plan to periodically evaluate your residency preference to ensure that it is in accordance with the non-discrimination and equal opportunity requirements in 24 CFR 5.105(a) ? (Box will expand to accommodate information)

Complete and submit [Worksheet 2](#) when requesting a residency preference (see also 24 CFR 5.655(c)(1) for residency preference requirements. The requirements in 24 CFR 5.655(c)(1) will be used by HUD as guidelines for evaluating residency preference requirements consistent with the applicable HUD program requirements. See also HUD Occupancy Handbook (4350.3) Chapter 4, Section 4.6 for additional guidance on preferences.

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**4b. Proposed Marketing Activities: Community Contacts**Complete and submit [Worksheet 3](#) to describe your use of community contacts to market the project to those least likely to apply.**4c. Proposed Marketing Activities: Methods of Advertising**Complete and submit [Worksheet 4](#) to describe your proposed methods of advertising that will be used to market to those least likely to apply. Attach samples of advertisements, radio and television scripts, Internet advertisements and websites, brochures, etc.

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**5a. Fair Housing Poster**

The Fair Housing Poster must be prominently displayed in all offices in which sale or rental activity takes place [24 CFR 200.620(e)]. Check below all locations where the AFHM Plan will be displayed. (Check all that apply)

<input type="checkbox"/> Rental Office	<input type="checkbox"/> Real Estate Office	<input type="checkbox"/> Model Unit	<input type="checkbox"/> Other (specify)	
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**5b. Affirmative Fair Housing Marketing Plan (AFHM Plan)**

The AFHM Plan must be available for public inspection at the sales or rental office (24 CFR 200.625). Check below all locations where the AFHM Plan will be made available. (Check all that apply)

<input type="checkbox"/> Rental Office	<input type="checkbox"/> Real Estate Office	<input type="checkbox"/> Model Unit	<input type="checkbox"/> Other (specify)	
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**5.c Project Site Sign**

All Project Site Signs should include the Equal Housing Opportunity logo, slogan, or statement [24 CFR 200.620(f)]. Check below all locations where the Project Site Sign will be displayed. (Check all that apply)

<input type="checkbox"/> Rental Office	<input type="checkbox"/> Real Estate Office	<input type="checkbox"/> Model Unit	<input type="checkbox"/> Other (specify)	
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The size of the Project Site Sign will be  X The Equal Housing Opportunity logo or slogan or statement will be  X

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6. **Evaluation of Marketing Activities**

Explain the evaluation process you will use to determine whether your marketing activities have been successful in attracting the group(s) least likely to apply, how often you will make this determination, and how you will make decisions about future marketing based on the evaluation process. (Box will expand to accommodate information)

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7a. **Marketing Staff**

What staff positions are/will be responsible for affirmative marketing? (Box will expand to accommodate information)

7b. **Staff Training and Assessment: AFHM Plan**

(1) Has staff been trained on the AFHM Plan? ☐ Yes ☐ No

(2) Is there ongoing training on the AFHM Plan and Fair Housing Act issues in general? ☐ Yes ☐ No

(3) If yes, who provides it? (Box will expand to accommodate information)

(4) Do you periodically assess staff skills, including their understanding of the AFHM Plan and their responsibilities to use it?

☐ Yes ☐ No

(5) If yes, how and how often? (Box will expand to accommodate information)

7c. **Tenant Selection Training/Staff**

(1) Has staff been trained on tenant selection in accordance with the project's occupancy policy, including any residency preferences?

☐ Yes ☐ No

(2) What staff positions are/will be responsible for tenant selection? (Box will expand to accommodate information)

7d. **Staff Instruction/Training:**

Describe AFHM/Fair Housing staff training, if any, provided/to be provided, to whom it was/will be provided, content of training, and dates of past and anticipated training. Include copies of any AFHM/Fair Housing staff training. (Box will expand to accommodate information)

8. **Additional Considerations:** Is there anything else you would like to tell us about your AFHM Plan in order to ensure that your program is marketed to those least likely to apply for the units and/or to be housed in them? Please attach additional sheets, as needed. (Box will expand to accommodate information)

9. **Review and Update**

By signing this form, the applicant/respondent agrees to review its AFHM Plan at least once every 5 years throughout the life of the mortgage and to update it as needed in order to ensure continued compliance with HUD's Affirmative Fair Housing Marketing Regulations (see 24 CFR Part 200, Subpart M). I hereby certify that all the information stated herein, as well as any information provided in the accompaniment herewith, is true and accurate. Warning: HUD will prosecute false claims and statements. Conviction may result in criminal and/or civil penalties. (18 U.S.C. 1001, 1010, 1012; 31 U.S.C. 3729, 3802).

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Signature of person submitting this Plan & Date of Submission (mm/dd/yyyy)

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Name (type or print)

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Title & Name of Company (type or print)

**For HUD Office of Housing Use Only**

Reviewing Official:

**For HUD Office of Fair Housing and Equal Opportunity Use Only**☐

Approved

☐

Disapproved

Signature &amp; Date (mm/dd/yyyy)

Signature &amp; Date (mm/dd/yyyy)

Name  
(type or  
print)Title  
(type or  
print)Name  
(type or  
print)Title  
(type or  
print)

Public reporting burden for this collection of information is estimated to average six (6) hours per initial response, and four (4) hours for updated plans, including the time for reviewing instructions, searching existing data sources, gathering and maintaining the data needed, and completing and reviewing the collection of information. This agency may not collect this information, and you are not required to complete this form, unless it displays a currently valid Office of Management and Budget (OMB) control number.

**Purpose of Form:** All applicants for participation in FHA subsidized and unsubsidized multifamily housing programs with five or more units (see 24 CFR 200.615) must complete this Affirmative Fair Housing Marketing Plan (AFHMP) Form as specified in 24 CFR 200.625, and in accordance with the requirements in (24 CFR 200.620). The purpose of the AFHMP is to help applicants in developing an AFHM program to achieve a condition in which individuals of similar income levels in the same housing market area have a like range of housing choices available to them regardless of their race, color, national origin, religion, sex, disability, or familial status. The AFHMP helps owners/agents (respondents) effectively market the availability of housing opportunities to individuals of both minority and non-minority groups that are least likely to apply for occupancy in the housing project (See AFHMP, Block 3b).

An AFHM program, as specified in this Plan, shall be in effect for each multifamily project throughout the life of the mortgage [24 CFR 200.620(a)]. The AFHMP, once approved by HUD, must be available for public inspection at the sales or rental offices of the respondent (24 CFR 200.625) and may not be revised without HUD approval. This form contains no questions of a confidential nature.

**Applicability:** The form and worksheets must be completed and submitted by all FHA subsidized and unsubsidized multifamily housing projects.

## INSTRUCTIONS

**Send completed form and worksheets to:** your local HUD Office. Attention: Director, Office of Housing

### Part 1- Applicant/Respondent and Project Identification.

Blocks 1a, 1b, 1c, 1g, 1h, and 1i are self-explanatory.

Block 1d – Respondents may obtain the Census tract number from a local planning office, Community Development Block Grant Consolidated Plan, or another official source such as the U.S. Census Bureau ([www.census.gov](http://www.census.gov)).

Block 1e – A **housing market area** is the area from which a multifamily housing project owner/agent may reasonably expect to draw a substantial number of its tenants.

If a housing market area is not demographically diverse in terms of race, color, national origin, religion, sex, disability, or familial status, an **expanded housing market area** may be used. An expanded housing market area is a larger geographic area that may provide additional diversity. Respondents should indicate the housing or expanded housing market area in which the housing is/will be located, e.g., “City of \_\_\_\_\_” for housing market area, or “City of \_\_\_\_\_” and “County of \_\_\_\_\_” for expanded housing market area.

Block 1f – The applicant should complete this Block only if a Managing Agent (the agent cannot be the applicant) is implementing the AFHMP.

### Part 2-Type of AFHMP

Block 2a – Respondents should indicate the status of the AFHMP, e.g., initial or updated, as well as the date of the AFHMP. Respondents should also provide the reason(s) for the current update, if applicable, whether the update is based on the five-year review or mid-term revisions due to changes in local demographics or other conditions.

Block 2b – Respondents should identify all groups HUD has approved for occupancy in the subject project, in accordance with the contract, grant, etc.

Block 2c – Respondents should specify the date the project was/will be first occupied.

Block 2d – For new construction, substantial rehabilitation, or projects vacant for any other reason, advertising must begin at least 90 days prior to initial occupancy. In the case of existing projects, respondents should indicate whether advertising will be used to add individuals to the project’s waiting list or re-open a closed waiting list, and indicate how many people are on the waiting list when advertising begins.

### Part 3-Demographics and Marketing Area.

“Least likely to apply” means that there is an identifiable presence of a specific demographic group in the housing market area, but members of that group are not likely to apply for the housing without targeted outreach, including marketing materials in other languages for limited English proficient individuals, and alternative formats for persons with disabilities. Reasons for not applying can include, but are not limited to, insufficient information about housing opportunities, language barriers, or transportation impediments.

Block 3a – Using [Worksheet 1](#), the respondent should indicate the demographic composition of the project, waiting list, census tract, and housing market area. The respondent compares the demographics of its existing project, waiting list (or any maintained list of interested housing applicants), with the demographics of the census tract and the larger housing market area to determine if there needs to be affirmative marketing to those least likely to apply. If the housing market area is not demographically diverse in terms of race, color, national origin, religion, sex, disability, or familial status, an expanded housing market area should be designated to enhance the diversity of individuals applying for housing opportunities. The applicable housing market area or expanded marketing area should be shown in Block 1e. Wherever possible, demographic statistics should be obtained from a local planning office, Community Development Block Grant Consolidated Plan, or another official source such as the U.S. Census Bureau ([www.census.gov](http://www.census.gov)).

Compare groups within rows/across columns on [Worksheet 1](#) to identify any under-represented group(s) relative to the surrounding housing market area, i.e., those group(s) “least likely to apply” for the housing without targeted outreach and marketing. If there is a particular group or subgroup with members of a protected class that has an identifiable presence in the housing market area, but is not included in [Worksheet 1](#), please specify under “Other.”

Block 3b – Using the information from the completed [Worksheet 1](#), respondents should identify the demographic group(s) least likely to apply for the housing without special outreach efforts by checking all that apply.

### Part 4 - Marketing Program and Residency Preference (if any).

Block 4a – A residency preference is a preference for admission of persons who reside or work in a specified geographic area [see 24 CFR 5.655(c)(1)(ii)]. Respondents should indicate whether a residency preference is being utilized, and if so, respondents should specify if it is new, revised, or continuing. If a respondent wishes to utilize a residency preference, it must state the preference area (and provide a map delineating the precise area) and state the reason for having such a preference. The respondent must ensure that the preference is in accordance with the non-discrimination and equal opportunity requirements in 24 CFR 5.105(a) [see 24 CFR 5.655(c)(1)].

Respondents should use [Worksheet 2](#) to show how the percentage of the eligible population living or working in the residency preference area conforms to that of the occupancy of the project, waiting list, and housing market area. The latter percentages would be the same as those shown on completed [Worksheet 1](#).

Block 4b – Using [Worksheet 3](#), respondents should describe their use of community contacts to market the project to those least likely to apply. This table should include the name of a contact person, his/her address, phone number, previous experience working with the target population(s), the approximate date contact was/will be initiated, and the specific role the community contact will play in implementing the AFHMP.

Block 4c – Using [Worksheet 4](#), respondents should describe their proposed method(s) of advertising to market to those least likely to apply. This table should identify each media option, percentage of the readers/listeners/users/members/etc. who are members of the targeted population(s), language(s) into which the material(s) will be translated, alternative format(s) that will be used to reach persons with disabilities, and logo(s) that will appear on the various materials (as well as their size).

### Part 5- Availability of the Fair Housing Poster, AFHMP, and Project Site Sign.

Block 5a - The Fair Housing Poster must be prominently displayed in all offices in which sale or rental activity takes place (24 CFR 200.620(e)). Respondents should indicate all locations where the Fair Housing Poster will be displayed.

Block 5b – The AFHMP must be available for public inspection at the sales or rental office (24 CFR 200.625). Check all of the locations where the AFHM Plan will be displayed.

Block 5c – The Project Site Sign should display the Equal Housing Opportunity logo or slogan or statement [24 CFR 200.620(f)]. Respondents should indicate where the Project Site Sign will be displayed, as well as the size of the Sign and the size of the logo, slogan or statement.

## **Part 6 -Evaluation of Marketing Activities.**

Respondents should explain the evaluation process to be used to determine if they have been successful in attracting those groups identified as least likely to apply. Respondents should also explain how they will make decisions about future marketing activities based on the evaluations.

## **Part 7-Marketing Staff and Training.**

Block 7a - Respondents should identify staff positions that are/will be responsible for affirmative marketing.

Block 7b - Respondents should indicate whether staff has been trained on the use of the AFHMP and specify whether there is ongoing training on the AFHMP and Fair Housing Act issues in general. Show who provides the training. In addition, respondents should specify whether they periodically assess staff members' skills in relation to the AFHMP and staff responsibilities to use the Plan. They should state how often they assess employee skills and how they conduct the assessment.

Block 7c - Respondents should indicate whether staff has been trained on tenant selection in accordance with the project's occupancy policy, including residency preferences (if any). Respondents should also identify those staff positions that are/will be responsible for tenant selection.

Block 7d - Respondents should include copies of any written materials related to staff training, and identify the dates of past and anticipated training.

## **Part 8-Additional Considerations.**

Respondents should describe their efforts not previously mentioned that were/are planned to attract those groups least likely to apply for the subject housing.

## **Part 9-Review and Update.**

By signing, the respondent assumes responsibility for implementing the AFHMP, and for reviewing and updating the Plan at least once every 5 years, and more frequently if local conditions or project demographics significantly change. HUD may monitor the implementation of this AFHMP at any time, and may also request modification in its format and/or content, when deemed necessary. Respondents must notify their local HUD Office of Housing if they plan revisions to the AFHMP marketing strategy after HUD approval has occurred.

**Notification of Intent to Begin Marketing for Initial Occupancy.** No later than 90 days prior to the initiation of rental marketing activities, the respondent with an approved AFHMP must submit notification of intent to begin marketing. The notification is required by the AFHMP Compliance Regulations (24 CFR 108.15). The Notification is submitted to the Office of Housing in the HUD Office servicing the locality in which the proposed housing will be located. Upon receipt of the Notification of Intent to Begin Marketing from the applicant, the monitoring office will review any previously approved plan and may schedule a pre-occupancy conference. Such pre-occupancy will be held prior to initiation of sales/rental marketing activities. At this conference, the previously approved AFHM plan will be reviewed with the applicant to determine if the plan, and/or its proposed implementation, requires modification prior to initiation of marketing in order to achieve the objectives of the AFHM regulation and the plan.

OMB approval of the Affirmative Fair Housing Marketing Plan includes approval of this notification procedure as part of the AFHMP. The burden hours for such notification are included in the total designated for this AFHMP form.

# Worksheet 1

## Determining Demographic Groups Least Likely to Apply for Housing Opportunities (See AFHM Plan, [Block 3b](#))

In the respective columns below indicate the percentage of each demographic group for the project (if occupied), waiting list (for existing projects), census tract, housing market area, and expanded housing market area (if the latter is needed to create a more diverse housing market area in terms of race, color, national origin, religion, sex, disability, or familial status).

Wherever possible, statistics should be obtained from a local planning office, Community Development Block Grant Consolidated Plan, or another official source such as the U.S. Census Bureau (please see <http://factfinder.census.gov>. Under Decennial Census, click "Get Data". Choose SF3, then detailed tables).

If there is a significant under-representation of any demographic group in the project and/or on its waiting list relative to the surrounding housing market area, then those groups(s) that are under-represented will be considered "least likely to apply" without targeted outreach and marketing, and will be so identified in Block 3b of the AFHM Plan. See Part 3 of the Form HUD-935.2A Instructions for further guidance. **Attach maps showing both the Housing Market Area and Expanded Housing Market Area.**

Demographic Characteristics	Project %	Waiting List %	Census Tract %	Housing Market Area %	Expanded Housing Market Area% (if used)
White					
American Indian or Alaskan Native					
Asian					
Black or African American					
Native Hawaiian or Other Pacific Islander					
Hispanic or Latino					
Persons with Disabilities					
Families with Children					
Other (specify)					

## Worksheet 2

### Establishing a Residency Preference Area (See AFHM Plan, [Block 4a](#))

Complete this Worksheet if you wish to continue, revise, or add a residency preference, which is a preference for admission of persons who reside or work in a specified geographic area [see 24 CFR 5.655(c)(1)(ii)]. If a residency preference is utilized, the preference must be in accordance with the non-discrimination and equal opportunity requirements contained in 24 CFR 5.105(a). This Worksheet will help show how the percentage of the population in the residency preference area conforms to that of the occupancy of the project, waiting list, census tract, and housing market area. **Attach a map specifying the area for which the residency preference is requested.**

Demographic Characteristics	Project % (as determined in <a href="#">Worksheet 1</a> )	Waiting List % (as determined in <a href="#">Worksheet 1</a> )	Census Tract % (as determined in <a href="#">Worksheet 1</a> )	Housing Market Area % (as determined in <a href="#">Worksheet 1</a> )	Expanded Housing Market Area% (if used & as determined in <a href="#">Worksheet 1</a> )	Residency Preference Area % (if applicable)
White						
American Indian or Alaskan Native						
Asian						
Black or African American						
Native Hawaiian or Other Pacific Islander						
Hispanic or Latino						
Persons with Disabilities						
Families with Children						
Other (specify)						

### Worksheet 3

#### Proposed Marketing Activities – Community Contacts

(See AFHM Plan, [Block 4b](#))

For each targeted marketing population designated as least likely to apply in Block 3b, identify at least one community contact organization you will use to facilitate outreach to the group. This could be a social service agency, religious body, advocacy group, community center, etc. State the names of contact persons, their addresses and phone numbers, their previous experience working with the target population, the approximate date contact was/will be initiated, and the specific role they will play in assisting with the affirmative fair housing marketing program. Attach additional pages, if necessary.

Targeted Population(s)	Community Contact(s)including required information

# Worksheet 4

## Proposed Marketing Activities – Methods of Advertising

(See AFHM Plan, [Block 4c](#))

Complete the following table by identifying your targeted marketing population(s), as indicated in Block 3b, as well as the methods of advertising that will be used to market to that population. For each targeted population, state the means of advertising that you will use, as applicable to that group. In each block, in addition to specifying the media that will be used (e.g., name of newspaper, television station, website, location of bulletin board, etc.), state any language(s) in which the material will be provided, identify any alternative format(s) to be used (e.g., Braille, large print, etc.), and specify the logo(s) (as well as size) that will appear on the various materials. Attach additional pages, if necessary.

Targeted Population(s) → Methods of Advertising ↓	Targeted Population:	Targeted Population:	Targeted Population:
<b>Newspaper(s)</b> <div></div>			
<b>Radio Station(s)</b> <div></div>			
<b>TV Station(s)</b> <div></div>			
<b>Electronic Media</b> <div></div>			
<b>Bulletin Boards</b> <div></div>			
<b>Brochures, Notices, Flyers</b> <div></div>			
<b>Other (specify)</b> <div></div>			